

## Message Text

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47

ACTION NEA-10

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R 171530Z DEC 75

FM AMCONSUL CASABLANCA

TO SECSTATE WASHDC 3830

USDOC WASHDC

INFO AMEMBASSY RABAT 3055

UNCLAS CASABLANCA 0954

E.O. 11652: N/A

TAGS: BEXP, MO

SUBJ: COMMATTACHE TRADE PROMOTION TRIP SOUTHERN MOROCCO

REF: A) CASABLANCA 744 B) STATE 244220

1. DURING WEEK OF DECEMBER 15 COMMATTACHE AND COMMSPECIA-LIST VISITED KHOURIBGA, MARRAKECH AND AGADIR TO PROMOTE SALE OF U.S. MANUFACTURED MATERIALS HANDLING EQUIPMENT AND FOOD PROCESSING AND PACKAGING MACHINERY. PROMOTIONAL PRESENTATION INCLUDED USDOC TOP ELECTRONIC SUPERMARKETS FILMS, A FILM ON PHOSPHATE MINING, THREE FILMS ON FOOD PROCESSING AND PACKAGING AND LITERATURE HAND-OUTS COVERING TOP, EX-IM BANK FINANCING, NATIONAL EXPOSITION OF FOOD PROCESSORS IN JANUARY 1976, CONSULATE COMMERCIAL NEWSLETTER AND QUESTIONNAIRES FOR FUTURE SUBMISSION OF TRADE AND INVESTMENT OPPORTUNITIES BY LOCAL BUSINESSMEN. BECAUSE ALL FILMS WERE IN ENGLISH, WE TRANSCRIBED FRENCH TRANSLATION ONTO CASSETTE TAPE WHICH WAS SYNCRONIZED AND PLAYED WITH SHOWING OF FILMS.

2. KHOURIBGA: TOUR WAS MADE OF OPEN-PIT PHOSPHATE MINE OPERATED BY OFFICE CHERIFIEN DES PHOSPHATES DURING WHICH TIME ASSISTANT GENERAL MANAGER POINTED OUT RECENT DELIVERY OF SEVEN 100-TON TRUCK COST \$400,000 AND OCP INTENDS TO PURCHASE 10 SIMILAR TRUCKS BETWEEN NOW AND THE END OF 1977. BY MID-1977, OCP WILL OPEN NEW MINING AREA ADJACENT TO CURRENT MINES, WHICH HAS ESTIMATED RESERVES OF 700 MILLION TONS OF PHOSPHATE ORE. THIS AREA IS CONSIDERABLY LARGER THAN THOSE NOW BEING MINED AND UNCLASSIFIED

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OCP REQUIREMENTS FOR ADDITIONAL TRUCKS, DRAG-LINES AND CONVEYORS

WILL BE SUBSTANTIAL IN DOLLAR VALUE. MR. JAMALEDDINE, THE AGM, SAID HE WOULD BE PLEASED TO MEET WITH MEMBERS OF THE MATERIALS HANDLING EQUIPMENT TRADE MISSION WHICH IS SCHEDULED TO VISIT MOROCCO IN MAY 1976.

3. MARRAKECH: APPROXIMATELY 40 PROCESSORS AND PACKAGECNOF VEGETABLES, FRUITS AND OLIVES ATTEND FILM SHOWING AT THE CHAMBRE DE COMMERCE ET D'INDUSTRIE-MARRAKECH,. AS RESULTS OF INDIVIDUAL MEETINGS WITH ATTENDEES, NINE POSITIVE TRADE OPPORTUNITIES WERE OBTAINED FOR PURCHASE OF EQUIPMENT TO PROCESS AND PACKAGE A) APRICOTS, B) OLIVES, WHICH INCLUDES PITTING, STUFFING, BOTTLING, AND PASTEURIZATION EQUIPMENT TO PROCESS C) EQUIPMENT TO CONVERT TOMATOES INTO PASTE, ORANGES INTO JUICE AND PACKAGE SAME. IN ADDITION, ONE BUSINESSMEN IS INTERESTED IN A POULTRY-BREEDING JOINT VENTURE.

4. AGADIR: THIS PRESENTATION ALSO TOOK PLACE AT LOCAL CHAMBRE OF COMMERCE ET D'INDUSTRIE AND 29 BUSINESSMEN ATTENDED. DUE TO NATIONAL HOLIDAY, AID EL KEBIR, WHICH WAS OBSERVED DECEMBER 13, NUMBER OF INDIVIDUAL APPOINTMENTS SOUGHT FOR AFTERNOON OF DECEMBER 11 AND ALL DAY THE 12TH WAS BELOW EXPECTATION FOR EXTENDED WEEK-END. IN ADDITION TO QUESTIONNAIRES FOR TOS THAT WILL BE SUBMITTED BY MAIL TO CONSULATE, ON-THE-SPOT TOS WERE OBTAINED FOR MACHINERY TO FILET SARDINES (SKINNING AND DE-BONING) AND A PNEUMATIC FISH UNLOADER THAT ELIMINATES POLLUTION OF HARBOR WATERS.

5. PRESS ANNOUNCEMENT BY LE MATIN, MAROC SOIR AND L'OPINION OF PRESENTATIONS IN MARRAKECH AND AGADIR WERE EXTENSIVE, AND MAROC SOIR'S COVERAGE OF MARRAKECH PRESENTATION WAS FAVORABLE LOCAL GOVERNMENT AND CHAMBER OFFICIALS WERE PLEASED WITH AMERICAN EFFORT TO EXPAND AND IMPROVE LOCAL FOOD PROCESSORS PROCESSING INDUSTRIES. CONSIDERING THAT THERE ARE A TOTAL OF 40 PROCESSORS/CANNERS IN BOTH CITIES, AGGREGATE ATTENDANCE OF 69 PARTICIPANTS (WHICH INCLUDES LOCAL FARMERS) IS INDICATIVE OF MOROCCAN INTEREST IN ACQUIRING AMERICAN FOOD PROCESSING AND PACKAGING EQUIPMENT AND TECHNICAL KNOW-HOW. FORMAL TOS ARE BEING TRANSMITTED TO USDOC FOR DISSEMINATION TO U.S. COMPANIES. HOPEFULLY, THEY WILL RESPOND WITH ALACRITY AND DETERMINATION TO PRE-EMPT PROCUREMENT OF EQUIPMENT WHICH TRADITIONALLY HAS BEEN UNCLASSIFIED

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PURCHASED IN ITALY AND FRANCE.  
BRUBECK

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## Message Attributes

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